



Decoding Indian Social and Cultural Cues in Dove Brand Advertising: A Rhetorical Approach

KirtiKhanna¹
Dr.Amita²

Abstract: Information bombarding has forced brands to experiment and innovate more communication channels. Catchy lines, purposeful drive is now what brands pitch after consumer analysis, their buying behaviour, market sensitivity, stereotype, their habits This research article focuses on deconstructing the social and cultural cues embedded in the dove brand ad campaign #StopTheBeautyTest and #TheBeautyTestStopsWithMe. The advertising policy of the brand which is based on female gaze, breaking of gender stereotypes, is analysed through the lens of rhetorical analysis; the three modes of persuasion given by Aristotle explained in a theoretical framework by Alkhirbash. The official youtube channel of Dove India is used as a platform to fetch ads. The findings reveal hierarchies, authority, dominance, passing the generational trauma is majorly done by females. This campaign also highlights the childhood conditioning and later on mothers acting as a shield for their daughter shows the shift from passing the psychological trauma to protecting from the same

Keywords: Advertising, Cultural, Dove Brand, Gender Stereotype, Social, Rhetoric Analysis,

¹Research Scholar, Dept. of Journalism and Mass Communication, Banaras Hindu University, Varanasi, Email: kirtikhanna231@gmail.com

²Associate Professor & Head, Dept. of Journalism and Mass Communication, Central University of Haryana, Mahendragarh, Email: Amitamgarh07@gmail.com